

Louisiana Travel Pulse

PRODUCED BY
THE LOUISIANA OFFICE OF TOURISM

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The Louisiana Office of Tourism, along with other state and federal government agencies and private sector entities, continue to work together to monitor the impact of the oil spill and cleanup efforts in the Gulf of Mexico.

Much of the Louisiana Gulf Coast is unaffected by the oil spill and remains open for commercial and recreational fishing. All nine Louisiana coastal parishes (counties) continue to offer travelers historic and cultural attractions, world-acclaimed indigenous food and music, and notable restaurants and overnight accommodations.

The primary affected area is around the mouth of the Mississippi River in the southeast region of Louisiana. National Oceanic and Atmospheric Administration forecast maps identify an "area of uncertainty" that extends around the origin of the spill.

As of May 24, affected coastal areas and some areas of uncertainty had been closed to fishing by the Louisiana Department of Wildlife and Fisheries in portions of Iberia, Jefferson, Lafourche, Plaquemines, St. Bernard, St. Mary, Terrebonne and Vermilion parishes. Officials on Grand Isle also closed its public beach.

Louisiana crawfish are a freshwater shellfish species and all commercial crawfish ponds and natural habitat are inland and away from threatened areas.

Few affected areas are near inhabited areas. New Orleans is approximately 100 miles inland from affected areas and foresees no disruption in guest service or any negative impacts on visitors.

Louisiana's Department of Health and Hospitals, the Department of Environmental Quality and the federal Environmental Protection Agency are overseeing all efforts to monitor the possible effects the spill may have on inland areas.

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WWW.CRT.STATE.LA.US/TOURISM/RESEARCH/HOME.ASPX

The Louisiana Office of Tourism posts daily updates on the oil spill at <http://www.louisianatravel.com/oil-spill-response>

Official information is being posted by the response team (U.S. Coast Guard, Office of Homeland Security, National Oceanic and Atmospheric Administration, U.S. Department of the Interior, BP and Transocean) and updated several times each day at <http://www.deepwaterhorizonresponse.com> and <http://response.restoration.noaa.gov/>.

You can also find up-to-date information, along with links to other resources such as volunteer opportunities, at <http://emergency.louisiana.gov/> and at <http://louisianacoast.audubon.org/>

The Louisiana Office of Tourism is encouraging visitors with concerns about plans to travel in Louisiana to contact their destinations and/or local convention and visitors bureaus directly.

BP Gulf of Mexico response Contact information

BP America Press Office:
281 366 0265

U.S. Coast Guard Joint
Information Center:
985 902 5231

Environmental hotline and community information:
866 448 5816

Wildlife distress hotline:
866 557 1401

Volunteers:
866 448 5816

Register your professional services:
281 366 5511

Vessels of Opportunity
register boats to assist with response:
281 366 5511

Investor Relations: 281 366 4937

Claims:
1 800 440 0858
www.bp.com/claims

Media and government inquiries:
985 902 5231
or
1 985 902 5240

Lodging Statistics

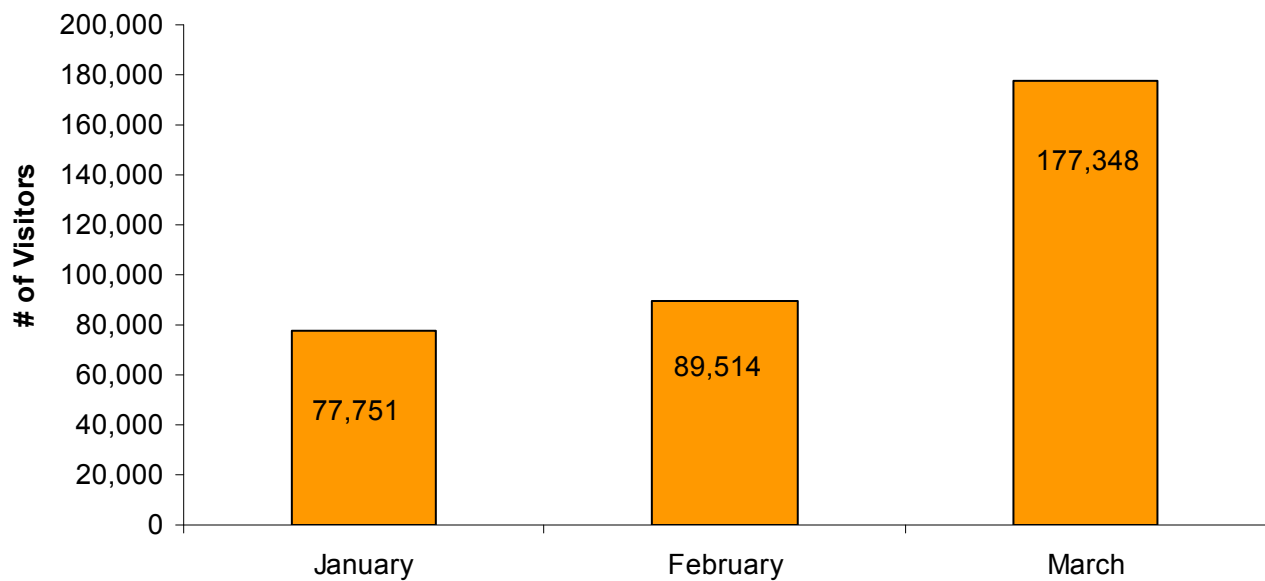
| Occupancy (%) | | | |
|-----------------------|------------|------------|------------|
| | Jan | Feb | Mar |
| This Year (2010) | 50.7 | 64.0 | 65.4 |
| Last Year (2009) | 55.5 | 65.4 | 62.5 |
| <i>Percent Change</i> | -4.80 | -1.40 | 2.90 |
| ADR | | | |
| | Jan | Feb | Mar |
| This Year (2010) | 87.28 | 97.99 | 98.61 |
| Last Year (2009) | 95.51 | 101.46 | 93.07 |
| <i>Percent Change</i> | -8.23 | -3.47 | 5.54 |

Louisiana Gaming Gross Revenue

| | | 2010 | 2009 |
|-------------------------|-------------|--------------|--------------|
| Landbase Casino | 1st Quarter | \$85,869,842 | \$94,771,846 |
| | % Diff | -9% | - |
| Riverboat Casino | 1st Quarter | 100,394,601 | 110,783,505 |
| | % Diff | -10.3% | |

Airport Enplanements

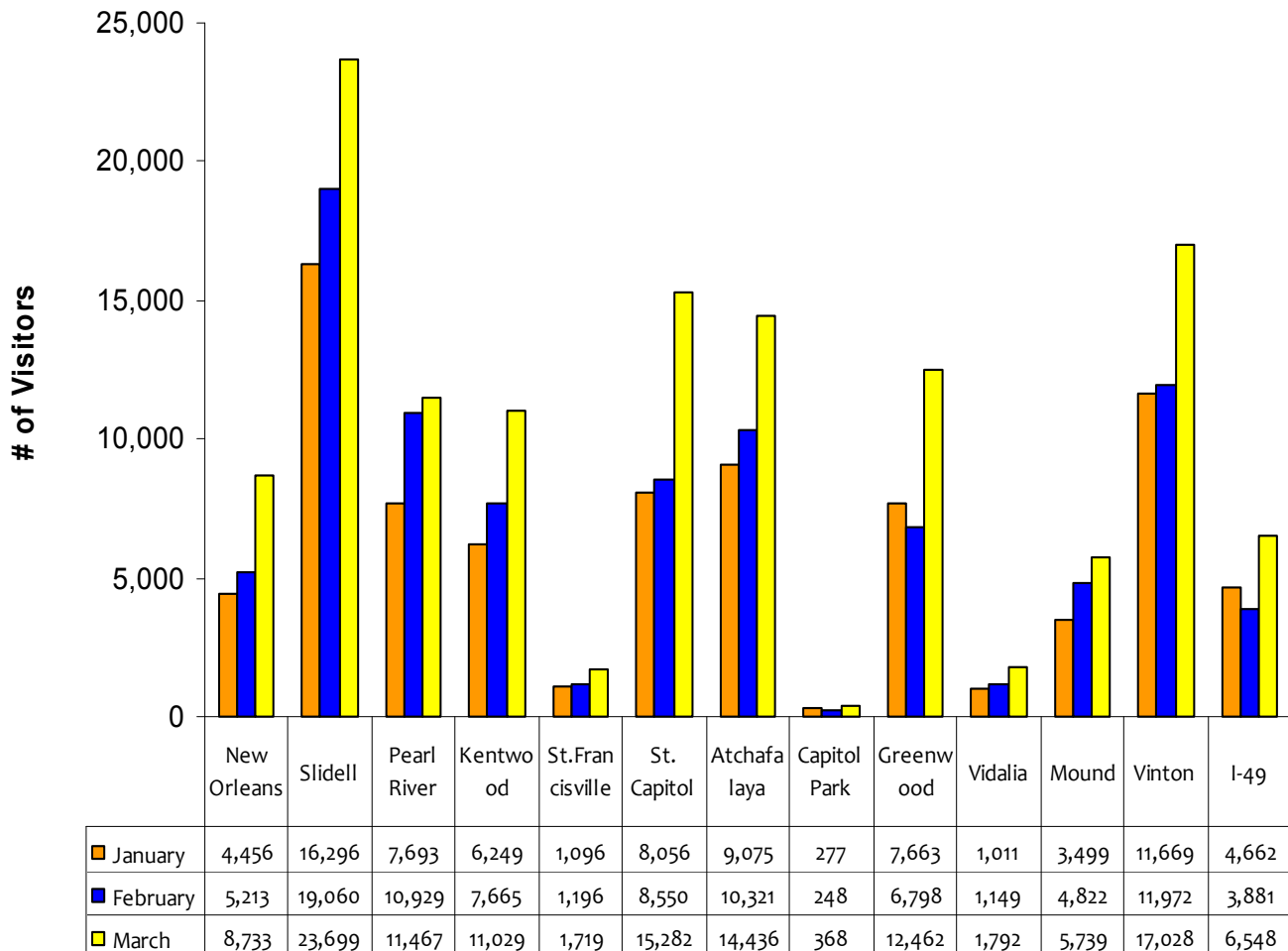
| 2010 | <i>New Orleans</i> | <i>Baton Rouge</i> | <i>Lafayette</i> | <i>Shreveport</i> | <i>Lake Charles</i> | <i>Monroe</i> | <i>Alexandria</i> | Totals |
|---------------|--------------------|--------------------|------------------|-------------------|---------------------|---------------|-------------------|----------------|
| Jan | 290,449 | 25,124 | 15,951 | 17,543 | 4,127 | 6,483 | 11,950 | 367,500 |
| Feb | 307,089 | 25,247 | 16,216 | 15,999 | 4,262 | 5,871 | 13,772 | 384,194 |
| Mar | | 30,824 | 17,361 | | 4,840 | 8,152 | 12,270 | 68,607 |
| Totals | 597,538 | 81,195 | 49,528 | 33,542 | 13,229 | 20,506 | 37,992 | 820,301 |

*State Park Louisiana Visitors***2010 Total State Park Visitation**

Welcome Centers

- ◇ The Office of Tourism's Welcome Centers Section has created a hospitality-oriented customer service training program to enhance skills and knowledge among tourism industry stakeholders. For details, call 225-342-8211.
- ◇ The Welcome Centers Section also seeks input in regard to the development of standards and criteria for displaying festival and event posters in centers statewide. Comments can be submitted to wel-comecenters@crt.state.la.us

2010 Monthly Welcome Center Visitation



January - March 2010 Total Welcome Center Visitation: **303,808**

Audubon Golf Trail



Olde Oaks Golf Club, Haughton

| | Gray Plantation | Cypress | Olde O. | Tamahka | Island | Oak Wing | Carter Plantation | TPC | Audubon | Atchafalaya | Black Bear | Wetlands |
|------------|--------------------|---------|---------|---------|--------|----------|----------------------|-------|---------|-------------|------------|----------|
| Jan | 864 | 400 | 1,196 | 307 | 1,056 | 854 | 1,194 | 1,083 | 1,493 | 656 | 421 | 1,256 |
| Feb | 1,219 | 411 | 1,029 | 577 | 1,038 | 877 | 1,291 | 1,626 | 1,636 | 798 | 673 | 1,528 |
| Mar | 2,035 | 1,218 | 2,535 | 1,741 | 2,028 | 1,778 | 2,763 | 2,941 | 2,999 | 2,114 | 1,556 | 2,630 |
| Apr | 2,912 | 2,262 | 3,994 | 2,320 | 2,475 | 2,405 | 3,297 | 1,723 | 3,332 | 2,194 | 1,716 | |

AUDUBON GOLF TRAIL HAS AN UPDATED WEBSITE!

Louisiana's Audubon Golf Trail is a service of the Louisiana Office of Tourism:

For Reservations

1-866-AGT-IN-LA (248-4652)

Media Inquiries

For media inquiries about the Audubon Golf Trail, contact Vito Zuppardo, at 225 928 3778 or media@audubongolf.com.

General Inquiries

Contact: Eric Kasper
ekasper@crt.state.la.us

Text Size: A A A SEARCH

Audubon GOLF TRAIL

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Great Golf

Louisiana's Audubon Golf Trail features 12 courses by designers including Hal Sutton, David Toms and Pete Dye. After your round, you'll find our "Sportsman's Paradise" has so much more to offer with great food, fishing, music and gaming.

Chadidess for Patterson, LA at 11:55 am CDT
93°
Fwi 93°

Holes: 18
Slope: 122 to 136
Rating: 68.7 to 76.4
More Info >>

The Atchafalaya at Idlewild

The 18-hole course features five sets of tees—each named after wildlife native to the basin—large fairways and generous pin placements. The course also includes a complete practice facility.

More Info >>

Louisiana boasts a trail as unique as the state itself.
Make reservations here or call 1-866-AGT-IN-LA (248-4652)

Join Our Email Club! Get the latest Audubon Golf Trail news and specials.

SIGNUP

©2010 Audubon Golf Trail | 1-866-AGT-IN-LA (248-4652) before 5PM CST | [Book Tee Times Online](#)

Share: f t +

Louisiana Byways

Byway Grant Application 2010

On Friday April 16th, the following 4 grant applications were sent to FHWA for review:

- Collaborative Marketing of the 5 Byways in the South
- Louisiana River Road Steamboat Overlook Interpretive Center at Burnside Landing
- The Great River Road-San Bernardo Scenic Byway Interpretive Center
- Marketing Civil War Related Attractions along the Great River Road in AR, LA and MS for the 150th Anniversary of the Civil War

This \$15,267,960 total is the highest dollar request by the Louisiana Scenic Byway Program in its history. The largest grant requests are for the construction of interpretive centers along the Louisiana Great River Road.

For details on the Louisiana Byways program, contact Doug Bourgeois, Program Director dbourgeois@crt.state.la.us or 225-342-8146

Atchafalaya National Heritage Area

The Atchafalaya National Heritage Area, a cooperative endeavor among the Louisiana Office of Tourism, the Atchafalaya Trace Commission and the National Park Service, is the 14-parish region designated by Congress in 2006. The Atchafalaya National Heritage Area is a model of authenticity in heritage development and ecotourism, a truly fascinating and “foreign” place here in the middle of the U.S. culture. The area manages to be authentic and real, while offering outstanding amenities for residents and visitors.

The Heritage Area recently conducted a branding campaign that yielded media applications, new graphics, the tagline “America’s Foreign Country” and a brand statement. The brand statement was used as the script for a promotional and educational, 6-minute video of this area to which visitors make repeated visits. The video can be viewed at <http://vimeo.com/10718228>.

For more information, visit www.atchafalaya.org. For information on the small business tax credit program, contact Debra Credeur at dcredeur@crt.state.la.us or 225-219-0768.

Introducing the **NEW** BIKELOUISIANA.COM !

BIKELOUISIANA
Powered by LouisianaTravel.com

...Travel through centuries of history on just two wheels!

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Road Cycling
Follow routes that crisscross Louisiana and link many of its best features.

Off Road/Mountain Biking
Explore great natural beauty, and take your pick of skill levels.

Leisure Rides
Take your time and enjoy plenty of stops along the way.

Custom Tours
Enhance your ride by focusing on historic, cultural or nature tours.

Welcome to Bike Louisiana

It's hard to imagine a better way to enjoy the beautiful and unusual landscapes of Louisiana than by touring on two wheels. From the verdant rolling hills of the northern region to the fascinating marshlands and coastal areas of south Louisiana, the roads and trails identified here will take you into the heart of some of the most interesting territory in the country.

Take your choice of routes, from lightly traveled, paved rural roads to challenging mountain-biking trails to easy, leisurely paths through Louisiana's many state parks. Our mild climate allows for great biking at almost any time of the year.

Using our search engine, you can focus your ride in one of the main regions - Greater New Orleans, Cajun Country, Plantation Country, the Crossroads region or Sportsman's Paradise. Or, customize your tour by focusing on the great Atchafalaya Basin, portions of the Louisiana Purchase territory, the picturesque Feliciana parishes or the lakes of northern Louisiana.

Our routes will guide you toward great Cajun and zydeco music; excellent seafood cafes and grocery stores that sell homemade sausage; historic Civil War landmarks and grand plantations; and fabulous outdoor recreation areas. We invite you to explore hundreds of years of history and culture as you discover the pleasures of biking through the great state of Louisiana.

Choose a Bike Region

Sportsman's Paradise
Crossroads
Plantation Country
Cajun Country
Greater New Orleans

LEARN MORE ABOUT LOUISIANA

The Official Tourism Site of
LOUISIANA travel

LOUISIANA
LouisianaTravel.com

Road Cycling | Off Road Mountain Biking | Leisure Rides
Road Rules | About Louisiana Biking | Contact

©2010 | Official biking information Web site of the Louisiana Office of Tourism

If you have any pictures, new trails, content and events that you would like to see on the site, you may submit those to Jeff Richard at jrichard@crt.state.la.us

Research Tid Bits

Biking vacations attracted more than 27 million travelers in the past five years and they rank as the third most popular outdoor vacation activity in America, (following camping and hiking).

People who take biking trips tend to be young and affluent. About half are between the ages of 18 and 34 and one-fourth are from households with an annual income of \$75,000 or more

(Source: Adventure Travel Report 2009)



Camping is the number one outdoor vacation activity in America. One third of U.S. adults say they have gone on a camping vacation in the past five years and only 6% of people who have gone camping said it was not for them.

Camping vacationers tend to be married with children at home. The average age of travelers who go camping is 37 and their median household income is \$43,000

(Source: Adventure Travel Report 2009)

Over 49 percent of U.S. adult leisure travelers consider their pet to be part of the family and 18 percent of U.S. adult leisure travelers usually take their pets with them when they travel.

(Source:travehorizonsTM, July 2009)



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This publication is designed to inform the reader on current trends in the travel industry.

Tourism Research Terms

Exploratory research - a form of marketing research that is used to obtain preliminary information and clues.

Gateway city – a city with an international airport

Positioning strategy – the development of a clear, unique, and attractive image for a company and/or product in the minds of target customers.

Economic Impact study – research into the dollars generated by an industry and how these dollars impact the economy through direct spending, the indirect impact of additional job creation and the generation of income and tax revenue.

Percent Change – amount of growth up, flat, or down from the same period last year (month, ytd, three months, twelve months). Calculated as $((TY-LY)/LY) * "100"$.

Sample – the portion of a population chosen to represent the population being studied for research.

Welcome Center Visitors - the number of visitors who sign the register at Louisiana's 13 state welcome centers.

Market - all existing and potential customers for a product or service.



Frogmore Plantation